# Chinese brands accelerate global expansion with innovative tech and cultural products at CES 2025



At CES 2025, artificial intelligence took centre stage, showcasing the expansive and practical applications Chinese companies are pioneering in global markets. These firms displayed AI-driven innovations that cut across home appliances, eyewear, baby care, beauty, and musical instruments, illustrating China’s shift from manufacturing hubs to innovation leaders poised for international influence.

Chinese hardware exports surged notably, with companies like Narwal experiencing over 200% growth in emerging markets during the first half of 2025. Meanwhile, Zero Zero Robotics, a company specialising in intelligent flying cameras, set new crowdfunding records in Japan with their latest product, the HoverAir Aqua. This fully waterproof drone, designed for water-based activities, offers advanced features such as a top speed of 34 mph, 23 minutes of flight time, and IP67-rated waterproofing, enabling it to take off and land on water, a remarkable innovation reflecting the company’s technology focus. Zero Zero Robotics’ history of innovation includes successful collaborations with Apple and a strong funding base of over $50 million from investors like IDG and GGV Capital, highlighting its reputation in the consumer drone segment. The company further expanded its product line with the ultra-light HOVERAir X1, a self-flying pocket-sized camera that raised over $1.7 million on Indiegogo, emphasising the appeal of intelligent, portable drone technology.

In consumer goods, Chinese brands are increasingly making a mark overseas. Pop Mart’s Labubu designer toy series drew significant crowds in the US and Europe, with international revenue in 2024 soaring to RMB 5.07 billion, a remarkable 375% year-on-year increase. Miniso, operating in 112 countries with more than 3,200 overseas stores, similarly solidifies China’s cultural export through retail. Food and beverage enterprises, including Heytea and Chen Xiang Gui, have smartly localised their offerings to suit overseas consumers, enhancing their appeal. Heytea, for instance, has seen rapid expansion, growing its international network to over 115 stores in eight countries and sold nearly 2.5 million cups of its signature coconut mango drink abroad. Shaxian Delicacies opened a flagship store in Riyadh, achieving RMB 50,000 on the first day, illustrating the appetite for authentic Chinese food brands in global markets. Luckin Coffee is also advancing its global footprint, preparing to open outlets in New York City, marking a significant step for the coffee chain in the competitive US market.

Cross-border e-commerce continues to be a critical avenue for growth, with imports and exports reaching RMB 1.32 trillion (USD 184.8 billion) in the first half of 2025—a 5.7% increase year-on-year. This growth in online retail is complemented by progress in offline retail expansion, supporting China’s broader ambition to build influential global consumer brands transcending the limitations of export-driven models.

Chinese tea chains exemplify this international momentum. Mixue Bingcheng leads the charge with over 5,000 overseas stores, dominating markets in Indonesia, Vietnam, Malaysia, and Thailand, and aims to surpass 6,000 outlets globally by the end of 2025. Heytea and Naixue have strategically located flagship stores in high traffic areas of New York and Los Angeles, targeting premium branding and localized taste adaptation. Chagee, with nearly 170 overseas locations and plans for significant expansion in Southeast Asia and North America, exemplifies the varied strategies Chinese brands employ to capture diverse markets.

In apparel, the picture is more nuanced. While overall exports declined slightly by 0.2% year-on-year in the first half of 2025, key players like Li-Ning and Anta are strengthening international operations. Li-Ning, leveraging a joint venture with Sequoia Capital, is targeting systematic overseas growth, while Anta has established 243 international stores and is preparing to open its first self-operated store in the US, reflecting an ambition to compete head-to-head in mature global markets. Brands like HLA and Urban Revivo are carving niches in Southeast Asia, Europe, and North America, selecting prime retail locations to elevate their international profiles and appeal to high-spending consumers.

The rise of Chinese designer toys and cultural IP brands is another highlight. Pop Mart’s aggressive overseas expansion is mirrored by Miniso’s scale and 52Toys’ rapid revenue growth, especially in Southeast Asia. These brands are innovating on original IP development and adjusting marketing to comply with diverse international regulations, aiming to establish China’s pop culture as a global phenomenon.

In consumer electronics and home appliances, China continues to hold a competitive edge. Companies like Huawei, Xiaomi, Haier, DJI, and Transsion dominate various product categories, from robot vacuums to smartphones and drones. Haier’s expansive global supply chain supports operations in over 100 countries, with overseas revenue accounting for more than half of its total, bolstered by acquisitions like GE Appliances in North America. DJI maintains a 70-80% share of the global consumer drone market, expanding retail presence from Asia Pacific to Europe and North America, including flagship stores and partnerships with Apple. Transsion’s dominance in emerging markets—achieving significant shipment growth in Latin America, Southeast Asia, and the Middle East—exemplifies the Chinese strategy of capitalising on underpenetrated regions through strong after-sales networks. Meanwhile, Xgimi, a pioneer in international projector markets, posted over $168 million in international revenue in 2024 and has established a direct consumer approach via Amazon and major retailers such as Best Buy and Walmart.

Overall, the trajectory for Chinese companies expanding abroad reveals a sophisticated blend of leveraging technological innovation, localising products, diversifying brand presence, and navigating trade complexities. This multi-faceted strategy is not without challenges—including price pressures, trade policy uncertainties, and the need for cultural sensitivity—but represents a dynamic, ongoing integration of Chinese brands into the global economy, positioning them as emerging leaders with ambitions far beyond export manufacturing.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys), [[2]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys)
* Paragraph 2 – [[1]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys), [[2]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys), [[3]](https://www.techradar.com/cameras/drones/crowdfunding-begins-for-the-worlds-first-water-born-flying-camera-heres-what-you-need-to-know-about-the-hoverair-aqua), [[4]](https://www.prnewswire.com/news-releases/after-raising-1-7m-on-indiegogo-zero-zero-launches-direct-sales-of-the-hoverairx1-pocket-sized-self-flying-camera-301899632.html), [[6]](https://www.zerozerorobotics.com/), [[7]](https://www.vox.com/2016/4/26/11586394/the-hover-camera-a-selfie-stick-with-wings-lands-15-million-in-funding)
* Paragraph 3 – [[1]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys), [[2]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys)
* Paragraph 4 – [[1]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys), [[2]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys)
* Paragraph 5 – [[1]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys), [[2]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys)
* Paragraph 6 – [[1]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys), [[2]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys)
* Paragraph 7 – [[1]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys), [[2]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys)
* Paragraph 8 – [[1]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys), [[2]](https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys)

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## Bibliography

1. <https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys> - Please view link - unable to able to access data
2. <https://kr-asia.com/chinese-brands-vie-for-the-spotlight-abroad-with-tech-tea-and-toys> - The article discusses the international expansion of Chinese brands across various sectors. At CES 2025, Chinese companies showcased AI-driven products in home appliances, eyewear, baby care, beauty, and musical instruments. Hardware exports rose, with Narwal achieving over 200% growth in emerging markets and Zero Zero Robotics' hover camera setting a crowdfunding record in Japan. Consumer goods brands like Pop Mart's Labubu toys gained popularity in the US and Europe. Food and beverage chains such as Heytea and Chen Xiang Gui adapted products for overseas markets, while Shaxian Delicacies opened a flagship store in Riyadh, earning RMB 50,000 on its first day. Luckin Coffee plans to open two stores in New York City. Cross-border e-commerce grew, with imports and exports reaching RMB 1.32 trillion in the first half of the year, up 5.7% year-on-year. Chinese tea chains like Heytea and Naixue expanded globally, with flagship stores in New York and Los Angeles, and Mixue Bingcheng operating over 5,000 overseas stores. Apparel brands like Li-Ning and Anta increased their international presence, with Li-Ning forming a joint venture to accelerate global expansion and Anta operating 243 overseas stores. Designer toy and cultural IP brands, including Pop Mart and Miniso, expanded abroad, with Pop Mart's revenue from international markets reaching RMB 5.07 billion in 2024. Consumer electronics brands like Huawei and Xiaomi maintained strong competitiveness, with Chinese brands capturing over 80% of the global high-end robot vacuum market. Transsion ranked third in the global handset market in 2024, and Haier's overseas revenue accounted for more than half of its total revenue. DJI operated 50 retail stores overseas and sold through more than 300 authorized retail locations worldwide. Xgimi's international revenue accounted for more than 35% of its total, with products available in 45 countries and regions. The article concludes that Chinese companies are increasingly building global consumer brands, moving beyond manufacturing to establish lasting trust with consumers worldwide.
3. <https://www.techradar.com/cameras/drones/crowdfunding-begins-for-the-worlds-first-water-born-flying-camera-heres-what-you-need-to-know-about-the-hoverair-aqua> - Zero Zero Robotics has launched an Indiegogo campaign for the HoverAir Aqua, a fully waterproof flying camera designed for water-based activities. Priced at $999, the drone is expected to ship in December 2025. It features a 34mph top speed, 23-minute flight time, 128GB internal storage, 12MP photo capture, and SmoothCapture 3.0 image stabilization. The drone includes a 1.6-inch AMOLED display for on-drone control and a wearable 'Lighthouse' remote control to ensure the drone stays close during watersports. The HoverAir Aqua is IP67-rated waterproof and can take off and land on water, including from an upside-down position. It weighs under 249g, avoiding many aviation restrictions in the UK and US. Review models are expected in Q4 2025.
4. <https://www.prnewswire.com/news-releases/after-raising-1-7m-on-indiegogo-zero-zero-launches-direct-sales-of-the-hoverairx1-pocket-sized-self-flying-camera-301899632.html> - Zero Zero Robotics has launched direct sales of the HOVERAir X1, a pocket-sized self-flying camera that captures cinematic shots without the need for a controller or app. The device raised over $1.7 million from more than 5,000 backers on Indiegogo. Weighing just 125g, the HOVERAir X1 is ultra-lightweight and requires no registration or certification. Its compact, foldable design ensures portability. The camera offers five pre-programmed flight paths for hands-free shots and includes intelligent flight modes such as Hover, Follow, Zoom Out, Orbit, and Bird's Eye. A companion app allows for flight parameter modification, real-time composition adjustments, media editing, and sharing of content to social media. The device features a 3-second launch and landing mechanism and a fully enclosed frame for safe operation. Video recording capabilities include 2.7K at 30fps, 1080p at 60fps, and 1080P HDR. The HOVERAir X1 is available for a special promotional price of $329 USD.
5. <https://techcrunch.com/2017/08/01/snap-is-in-talks-to-buy-chinese-selfie-drone-firm/> - Snap Inc. was in discussions to acquire Chinese drone maker Zero Zero Robotics for $150 million to $200 million. Zero Zero Robotics is known for its Hover Camera drone, designed for taking aerial selfies. The device was sold exclusively by Apple for $500 via both its online and physical retail stores. The acquisition talks were reported by TechCrunch in August 2017.
6. <https://www.zerozerorobotics.com/> - Zero Zero Robotics is a technology company specializing in intelligent devices, particularly in the field of flying cameras. In 2017, the company established a global partnership with Apple, making the Hover Camera Passport available in Apple retail stores across more than 30 countries. In 2019, Zero Zero Robotics introduced the V-Coptr Falcon, a revolutionary V-shaped dual-rotor drone. In 2022, the company unveiled the HOVERAir brand, featuring the HOVERAir X1, a lightweight and foldable flying camera. Zero Zero Robotics has received over $50 million in funding from investors including IDG and GGV Capital.
7. <https://www.vox.com/2016/4/26/11586394/the-hover-camera-a-selfie-stick-with-wings-lands-15-million-in-funding> - Zero Zero Robotics' Hover Camera, a compact drone designed for aerial selfies, secured $25 million in funding. The device features a foldable carbon-fiber casing and is controlled via a mobile app. It captures ultra-high-definition video and 12-megapixel photos. The Hover Camera was designed to be safe, portable, and easy to use, allowing users to effortlessly capture exciting moments indoors and outdoors.